

## **HOSPITALITY MANAGEMENT AND OPERATIONS 2**

### **Course Code: 5477**

Hospitality Management and Operations 2 is designed for students who have decided to pursue a career in the hospitality industry. After completion of this course students will possess the knowledge and skills to advance rapidly in a career or in an institution of higher learning. This course includes career exploration, safety, management, marketing and sales, and food and beverage. Intensive laboratory and field experiences are integral parts of this course. Articulation or dual credit with postsecondary programs is encouraged. Integration of a student organization, Family Careers, and Community Leaders of America (FCCLA), or DECA greatly enhances this curriculum.

### **Objectives:**

Students will:

1. research postsecondary and scholarship options.
2. present individual career portfolio.
3. explain emergency procedures.
4. evaluate effective leadership styles.
5. develop marketing and sales packet.
6. investigate front and back of the house food service functions.

### **Credit:**

1-3 units

### **National Certification:**

Lodging Management Program (LMP)  
and  
Certified Rooms Division Specialist (CRDS)  
South Carolina Hospitality Association  
3612 Landmark Drive Suite B  
Columbia, South Carolina 29204  
[www.schospitality.org](http://www.schospitality.org)

Academy of Hospitality and Tourism  
National Academy Foundation  
[www.NAF.org](http://www.NAF.org)

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**Recommended grades:** 11-12

**Prerequisite:** Hospitality Management and Operations 1

**Textbook Information:** <http://www.mysctextbooks.com/>

**High School Education:** bellperson, cashier, dining room attendant, dishwasher, kitchen assistant, laundry attendant, pastry cook, steward, room service order taker, reservations agent, lodging facilities attendant, host/hostess/greeter

**Postsecondary Education:** assistant housekeeping manager, assistant human resources director, employee relations manager, housekeeping manager, sales representative, social director, executive steward, theme park/amusement parks group event manager, resort supervisor

**Postgraduate Education:** corporate manager, director of sales and marketing, family and consumer sciences educator, front office manager, general manager, human resources director, lodging manager, public relations director

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**Standards Revision Committee:**

Velvet Clay  
St. Johns High School

Norma Lynn  
Dutch Fork High School

Dwaine Collier  
Donaldson Career Center

Douglas OFlaherty  
Tourism Hospitality Education Foundation

Ginger Hill  
Floyd D. Johnson Career Center

Olivia Young  
Fowler Hospitality

Marlene Johnson  
Lee County Career Center

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### **A. Career Exploration**

1. Model professional and ethical behavior on the job.
2. Research postsecondary and scholarship options.
3. Present individual career portfolio.

### **B. Safety**

1. Assess emergency procedures for internal and external disasters.
2. Critique consumer protection laws.

### **C. Management**

1. Demonstrate effective leadership styles.
2. Describe the organizational structure and functions of management.
3. Demonstrate conflict management and resolution skills.
4. Design teambuilding activities.
5. Explain the importance of diversity in the workforce and in management.

### **D. Marketing and Sales**

1. Describe the relationship between marketing and sales.
2. Classify the marketing segments.
3. Describe the basic marketing concepts.
4. Identify the benefits of a computerized database in the sales office.
5. Explain the seven steps in the sales process.
6. Develop a marketing plan.

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### **E. Food and Beverage**

1. Classify the food service industry by its markets.
2. Identify front of the house and back of the house functions.
3. Evaluate food service safety and sanitation industry standards.
4. Demonstrate proficiency in mathematics essential in the food and beverage industry.
5. Design a restaurant menu.
6. Outline the process of catering and event planning.